



July 20, 2021

The Honorable Jocelyn G. Boyd  
Chief Clerk and Administrator  
Public Service Commission of South Carolina  
101 Executive Center Drive, Suite 100  
Columbia, South Carolina 29210

Re: Docket No. 2021-133-S. Application of Palmetto Utilities, Inc. for Approval to Change its Name to South Carolina Water Utilities-PUI, Inc.

Dear Ms. Boyd:

Palmetto Utilities, Inc. ("PUI") applied to change its name to "South Carolina Water Utilities-PUI, Inc." on April 16, 2021. I write to provide the Commission with additional information in support of the application.

PUI is one of SouthWest Water Company's five regulated utilities in South Carolina. The other subsidiaries are South Carolina Water Utilities, Inc. (formerly T.J. Barnwell Utility, Inc. and Harbor Island Utilities, Inc.), South Carolina Water Utilities-CUC, Inc. (formerly "CUC, Inc."), Kiawah Island Utility, Inc. and Palmetto Wastewater Reclamation, Inc.<sup>1</sup>.

PUI's requested change is consistent with the nomenclature of other SouthWest Water Company subsidiaries in South Carolina. SouthWest Water Company generally wants all of its state subsidiaries to be recognizable under the "South Carolina Water Utilities" brand.<sup>2</sup> Therefore, "South Carolina Water Utilities" will appear on our service vehicles, uniforms, and other forms of company identification. The common name will enable our South Carolina utilities to support each other without confusing customers who may otherwise see a different name from their utility on a service vehicle or uniform. However, customer bills will have the full name of the utility, such as "South Carolina Water Utilities-PUI, Inc.," and each utility's rate schedule will be available online.

Customers will benefit from the common branding in several ways. First, they will be aware the utility serving them is part of a larger corporate family. Second, the shared online services of the companies will be more readily recognizable with the common brand, "South Carolina Water Utilities."

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<sup>1</sup> PWR also applied for permission to change its name to South Carolina Water Utilities-PWR, Incorporated. see Docket 2021-132-S. To avoid customer confusion, PWR believes its application to change its name should be held in abeyance until its pending rate case (Docket 2021-153-S) is concluded.

<sup>2</sup> SWWC is evaluating Kiawah Island Utility's brand, which has a distinct identity with the eponymous community that it serves.

Third, a familiar brand will allow us to communicate our shared community commitments better, such as our donations to the Wateree Community Action Council for customer bill assistance.

We will take appropriate steps to ensure PUI customers are aware of the name change, including the attached letter, which we will mail to customers if the Commission approves our application. Emails and press releases will also inform the public of the name change. Chernoff Newman, an award-winning marketing firm, will support our customer communications.

I would be glad to provide the Commission with any additional information it may require to consider PUI's application. However, if nothing else is needed, I respectfully request approval of the name change.

Sincerely,

A handwritten signature in blue ink, appearing to read 'CS', is written over the word 'Sorensen'.

Craig Sorensen